GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

A.P. Tourism – 5 Regional Tourism Hubs – **Strengthening & Development of (1) Visakhapatnam (2) Konaseema - Rajahmundry – Kakinada (3) Amaravati - Vijayawada (4) Tirupati & (5) Kurnool – Ananthapuramu as Tourism Hubs** with an amount of Rs.7.50 crores @ Rs.1.50 crores per each Tourism Hub – Sanction – Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.RT.No. 99 Dated: 29-03-2016

Read:

G.O.Ms.No.9, YAT&C (Tourism) Department, Dated: 12-06-2015 (Andhra Pradesh Tourism Policy 2015-20).

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O R D E R:-

In A.P. Tourism Policy 2015-20, Government of Andhra Pradesh have focussed on developing of Tourism Regions/Circuits as Tourism Hubs.

2 Accordingly, Government have appointed Regional Executive Directors/General Managers at Visakhapatnam, Vijayawada and Rajahmundry and the Postings of E.D.'s, to Tirupati and Ananthapuramu Regions is under process. The Regional Executive Directors will look after the total tourism development in their respective hubs and the district under their jurisdiction including development of customized Tourism Products, Tour Packages, Beaches, Backwaters, Buddhist Sites etc; Tourism Services like Watersports; Canal / River Cruises; House Boats, Sea Plane / Heli Tourism; Adventure Sports etc.

3 To operationalise the above Tourism Products, it is necessary to strengthen the Regional Offices by providing sufficient funds to take up the Promotion / Marketing activities; tie-up with private players; facilitating stakeholders meetings, Seminars etc., and also to organize FAM Tours/Road Shows for reputed Travel/Tour Operators, Service Providers, Investors etc., Accordingly there is need to provide an initial amount of atleast Rs.1.50 Crores to each Tourism Hub to give the required fillip to Tourism in the respective Regions. This fund would be operated strictly under the supervision and directions of a State Level Committee headed by Principal Secretary, Tourism & Culture and Commissioner of Tourism, VC & MD. /E.D. (Marketing), APTDC and Regional E.D. as Members.

4 Government, after careful examination of the matter, hereby sanction Rs.7.50 crores (Rupees Seven Crores and fifty Lakh Only), for **Strengthening & Development of 5 Tourism Hubs viz., Visakhapatnam, Konaseema - Rajahmundry – Kakinada, Amaravati – Vijayawada, Tirupati & Kurnool – Ananthapuramu.**

5 The amount sanctioned at para-4 above shall be debited to the following Head of Account:-

"3452-Tourism, 01-Tourist Infrastructure, 102-Tourist accommodation & Other facilities to Tourists – Schemes included in PLAN, GH-11-Normal State Plan, 13-Tourism PMU - 260-Advertisements, Sales and publicity expenses".

6 The Escort Officer and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-4 above as AC Bill and adjust the amount to the PD account of APTDC.

p.t.o

7. The fund sanctioned at para 4 above, shall be operated strictly under the supervision and directions of a State Level Committee headed by Principal Secretary, Tourism & Culture and Commissioner of Tourism, VC & MD, APTDC and Regional E.D. as Members.

8. The Vice-Chairman and Managing Director, APTDC, the Regional Executive Directors, Commissioner of Tourism, E.O PMU shall take further action accordingly.

9. This order issues with the concurrence of the **Finance (FMU-GAD.II) Department** vide their **U.O.No.37027/52/FMU-GAD.II/2016, Dated: 21.03.2016.**

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

NEERABH KUMAR PRASAD
PRINCIPAL SECRETARY TO GOVERNMENT

To
The VC & MD, APTDC, A.P., Hyderabad.
The Commissioner of Tourism, A.P., Hyderabad.
The Regional E.D. as Members through VC&MD, APTDC.
The Escort Officer and Drawing & Disbursing Officer,
YAT & C (PMU) Department.
The P.S. to Prl.Secy (T)
The Deputy Pay and Accounts Officer, A.P. Secretariat, Hyderabad.
Copy to:
The YAT & C (PMU-Claims) Department.
The Prl.Secy to Chief Minister, A.P.
Sf/Scs.

//FORWARDED :: BY ORDER//

SECTION OFFICER